

# Marketing Plan

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Year: \_\_\_\_\_ Quarter: \_\_\_\_\_ Approved:

## Business Profile

Industry: \_\_\_\_\_

Main service: \_\_\_\_\_

Additional services: \_\_\_\_\_

Advantage(s) against competition:

- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_

## Target Market

Ideal customer profile:

- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_

Customer desires:

- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_

## Promo Strategy

Budget: \_\_\_\_\_

Digital ad platforms:

- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_

Local promotion:

- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_